

US-PAT-NO: 6016141

DOCUMENT-IDENTIFIER: US 6016141 A

TITLE: Interactive television program
guide system with pay
program package promotion

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TITLE - TI (1):

Interactive television program guide system
with pay program package
promotion

Brief Summary Text - BSTX (2):

This invention relates to interactive television
program guide systems, and
more particularly, to program guide systems that
allow pay programs to be
promoted as part of one or more packages.

Brief Summary Text - BSTX (6):

A user may order a package by calling a customer service representative or by using an automated phone ordering system. However, it has generally not been possible to use program guides to order packages or to obtain information on packages. As a result, users often use program guides to purchase pay programs individually without realizing that the purchased programs are part of an available package.

Brief Summary Text - BSTX (7):

It is therefore an object of the present invention to provide an interactive television program guide that supplies information on pay program packages and facilitates the ordering of such packages.

Detailed Description Text - DETX (5):

User television equipment 32 typically contains equipment such as set-top box 34, an optional videocassette recorder 36,

and television 38. Set-top box 24 may be controlled by remote control 40 or other user input interface such as a wireless keyboard, mouse, trackball, etc.

Detailed Description Text - DETX (6):

Set-top box 34 contains a microprocessor and other circuitry for executing instructions to support an interactive television program guide with pay-per-view services. The program guide may be implemented on set-top box 34 or may be implemented on user television equipment other than a set-top box if desired. For clarity, the present invention will be illustrated in connection with a set-top box implementation.

Claims Text - CLTX (2):

means for selecting a program for purchase from an interactive television program guide;

Claims Text - CLTX (15):

means for selecting a program for purchase from an interactive television program guide;

Claims Text - CLTX (23):

9. A method for providing pay programs for purchase with an interactive television program guide system, comprising the steps of:

Claims Text - CLTX (24):

providing an opportunity to select a program for purchase from an interactive television program guide;

Claims Text - CLTX (36):

14. A method for providing pay programs for purchase with an interactive television program guide system, comprising the steps of:

Claims Text - CLTX (37):

providing an opportunity to select a program

for purchase from an
interactive television program guide;

Current US Cross Reference Classification -
CCXR (1):
705/26